

LEO BURNETT U.S.A.  
A DIVISION OF JACO-BURNETT CORPORATION, INC.

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# FIRE UP A BLUES.

*A whole new shade of menthol.*

15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

*Blues*  
Kings and 100's

